

**From:** Schwartz, Linda H.  
**Sent:** Tuesday, June 1, 1999 5:17 PM  
**To:** Robinson, Yvette J.  
**Cc:** Berner, Vicki A.; Nayar, Sarosh; Walsh, Michael A (Madden); Seraponas, Tim (Leo Burnett)  
**Subject:** RE: MFA Name Gen/Surveys BRE's

Yvette

In follow up to our conversation this morning, this is what Events agreed to with Brand and Madden with regard to MFA standard name generation survey:

- PO Box 66062 London, KY 40742-9959, which was opened by **LBCo.WILLBE USED FORT HIS PROGRAM.** Events and Madden (which has the camera ready art) will most likely just produce labels, as opposed to the original plan which was to

produce 115+ postage-paid tyveck envelopes. Events and Madden need to coordinate between themselves what will be produced, by when and where it should be shipped. (Yvette - you'll need to let me know where you net out so we can let the keying vendor know.)

- Events will be looking to see if it can secure 115+ event count sheets from its own dept. rather than having them printed up specifically for MFA. If that is the course of action, the company managing the survey process MUST HAND WRITE ONTO THE FORM "Marlboro Miles for Admission" as well as the PO Box number. Should there not be sufficient inventory from which to pull we can have LBCo. print them. Please let me know how you want to proceed.